Laurel Bybee

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**Designer of environments
& experiences.**

EDUCATION:

• UCLA - BA, Design | Media Arts
• UCLA Extension - User Experience
  & Interactive Design

AWARDS:

• GRID110 FashionTech Hackathon
  Finalist 2015
• Intel Design Expo Stipend &
  Presenter 2009
• Columbia University EdLab
  Stipend 2009
• Print And Graphics Foundation
  Scholarship 2005–2009

LECTURES & DEMONSTRATIONS:

• E-textiles Workshop for MIT
  Alumni Club of Southern
  California, Pasadena, 2014
• DIY Girls E-textile Workshop, Fab
  LAB Pasadena City College, 2014
• Intel Developers Forum, San
  Francisco, CA, 2009
• UCLA + Urban Schools +
  Communities Teaching Residency
  "Discovering Design: New Digital
  Frontiers With Adobe Illustrator"
  Los Angeles, 2008-2009

SOFTWARE PROFICIENCY:

• Proficient: Indesign, Illustrator,
  Photoshop, Microsoft Office
• Working knowledge: Vectorworks,
  Sketchup, Wordpress, HTML, CSS
• Learning: Rhino, AutoCAD,
  Processing, Arduino, Javascript

Independent Designer & Consultant

May 2012 to present, Los Angeles, CA / Independent contract positions

• Currently working with non-profits, cultural institutions and artists as an independent
  designer and project manager
• Recent projects include publication design for Vasa Studio; original illustrations for the
  Los Angeles Review of Books; fundraising presentations and pitch decks; design
  research and a brand identity system for an LA-based fashion startup; brand identity
  system including letterpress business cards for EmpiriQal, Inc.

Exhibit Designer and Graphics Department Manager
Cinnabar, Design | Build

February 2014 to February 2016, Los Angeles, CA / Full-time salary position

• Design responsibilities: Researched and designed complex graphic systems including
  interpretive panels, way-finding signage, gallery text panels, artifact labels, electro-
  mechanical interactive games, attract screens for AV media, and photographic murals;
  typeset in both English and Spanish; produced winning project proposals (RFP/RFQ)
• Production responsibilities: Prepared hundreds of individual exhibition graphic files, and
  built detailed excel matrices for multiple concurrent exhibit projects; prioritized project
  deliverables and design needs for 4 project managers; used exhibit elevations and
  plans to build first-article graphic panels; created full-sized mockups and scale models
  using a 42" plotter and vinyl die-cutter; assisted in building 3D Sketchup and Rhino
  renderings of exhibit space
• Management responsibilities: Estimated complex project deliverables; created project
  budgets and production schedules; cultivated vendor and subcontractor relationships;
  traveled to job-sites and local print vendors to coordinate production and supervise
  installation; presented winning project proposals to potential clients
• Archiving responsibilities: created exhibit manuals upon job close-out; photographed
  and edited documentary photos of exhibits

Signage and Environmental Designer
HD Buttercup

February 2013 to January 2014, Culver City, CA / Full-time salary position

• Designed interior way-finding, large exterior banners and retail store signage for both
  Los Angeles Helms Bakery and San Francisco SoMa retail stores (140,000 total Sq. Ft.)
• Managed print production with local vendors (SF and LA) to ensure quality control
• Explored low-cost signage solutions using UV direct printing, spray paint with stencil
  on plywood, acrylic magnetic signs, digital displays and custom silkscreen applications
• Managed calendars, key deadlines and the yearly budget for marketing collateral
  and environmental signage for Los Angeles and San Francisco stores
• Project management, visual design, styling and photography assistance for a featured
  collaborative blogpost on Goop.com, *The Guest Apartment*

Environmental Designer
Syndicate Bleu & Schawk!

January 2013 to February 2013, Los Angeles, CA / Full-time contract position

- Worked in-house with the Schawk! creative team where I helped design a modular
  timeline exhibit showing the evolution and growth of their client, Herbalife

Artist's Assistant
Andrea Zittel

September 2012 to March 2013, Joshua Tree, CA / Part-time contract position

- Worked with artist Andrea Zitttel to develop and design educational materials for
  A-Z West, Institute of Investigative Living and HighDesert Test Sites
- Administrative responsibilities included managing schedules, expenses and
  correspondence with A-Z West visitors, artists, and curators

Designer
J. Paul Getty Center

February 2010 to May 2012, Los Angeles, CA / Full-time salary position

- Worked with curators, historians and educators to design exhibitions and collateral
- Design responsibilities: Created custom type-treatments for exhibition title walls and
  gallery text panels; designed way-finding signage, artifact labels, gallery media kiosks,
  exhibit brochures (in English and Spanish), retail merchandise, press packets,
  invitations and web banners; type-set hundreds of individual object labels for special
  exhibitions and permanent collection; created visual treatment packages for
  collaboration and approvals
- Production responsibilities: Produced exhibition object labels and educational materials
  in-house; planned case layouts for a variety of artifacts and printed full-size mockups
  for approval
- Research responsibilities: Assisted with a month-long evaluation to research visitor
  traffic flow and accessibility in permanent collection galleries.

The Flaming Beacon
Lighting Design Intern

August to December 2009, Melbourne, Australia / Full-time paid internship

- Conceptualized interactive lighting design for Richard Stringers *Queen Bee*
- Lighting assistance for *Dennis Hopper and the New Hollywood* exhibit at the
  Australian Centre for the Moving Image (ACMI) in Melbourne
- Input lighting specs on architectural drawings using AutoCAD

Design Internship
EdLab Teachers College, Columbia University

June to August 2009, New York, NY / Full-time paid internship

- Interpretive planning, design & production for an environmental banner series
  at the Gottesman Library / Columbia University